	QUAD DATES		NOVEMBE	FEBRUAR	SIDE-BY-S	QUAD
	8/17/96	-2				0
	8/24/96	-1				2%
3/16/96	8/31/96	1	10%	16%	4%	22%
3/23/96	9/7/96	2	16%	24%	16%	51%
3/30/96	9/14/96	3	25%	31%	23%	55%
4/6/96	9/21/96	4	34%	37%	32%	
4/13/96	9/28/96	5	38%	41%	37%	
4/20/96	10/5/96	6	40%	43%	40%	
4/27/96	10/12/96	7	42%	45%	43%	
5/4/96	10/19/96	8	43%	46%	45%	
5/11/96	10/26/96	9	43%		46%	
5/18/96	11/2/96	10			47%	
5/25/96	11/9/96	11			47%	
6/1/96	11/16/96	12			47%	
11/4/95					10%	
11/11/95					16%	
11/18/95					25%	
11/25/95					34%	
12/2/95					38%	
12/9/95					40%	
12/16/95					42%	
12/23/95					43%	
12/30/95					43%	
1/27/96					16%	
2/3/96					24%	
2/10/96					31%	
2/17/96					37%	
2/24/96					41%	
3/2/96					43%	
3/9/96					45%	
3/16/96					46%	

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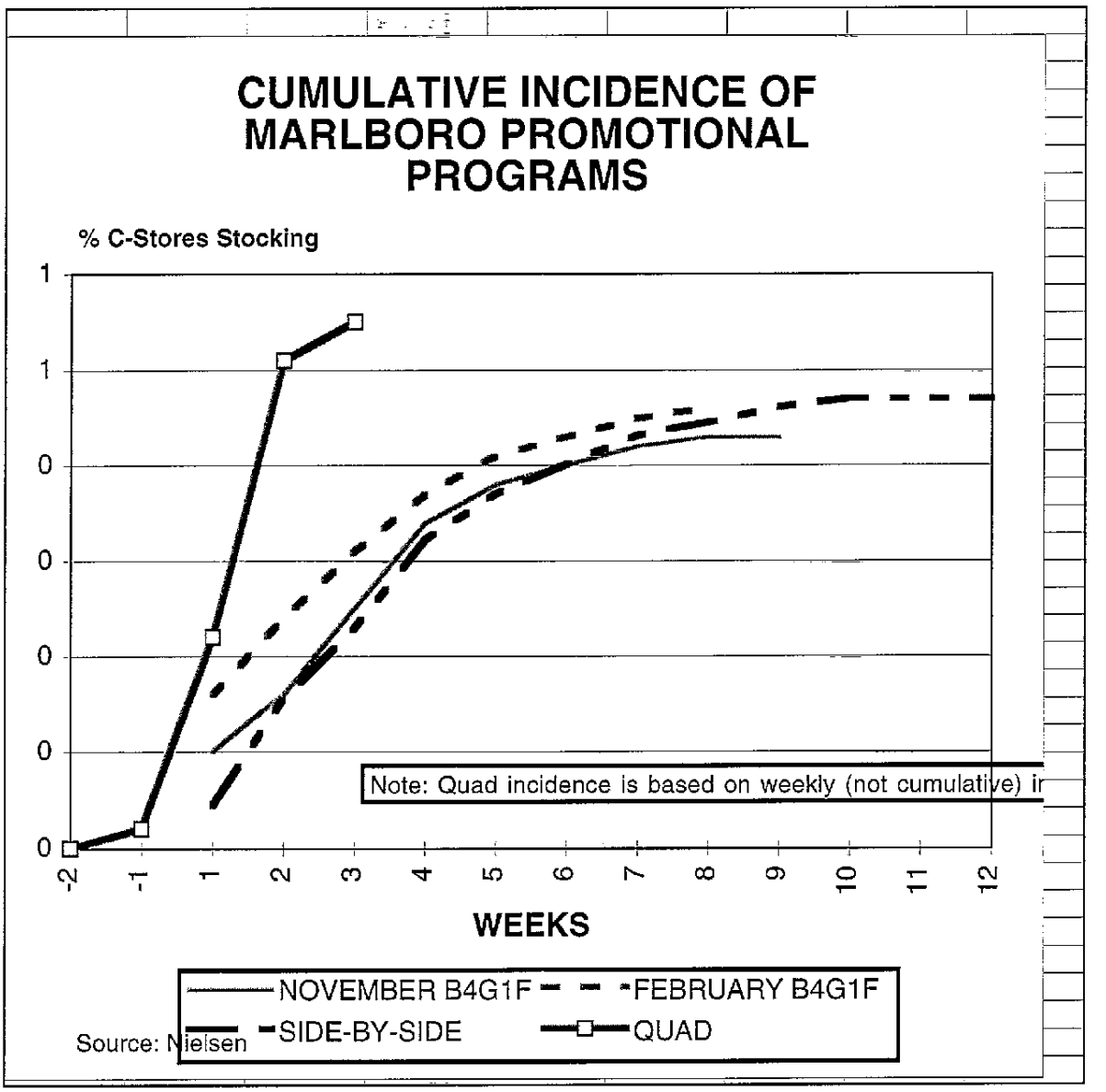
Source: https://www.industrydocuments.ucsf.edu/docs/pfgy0004



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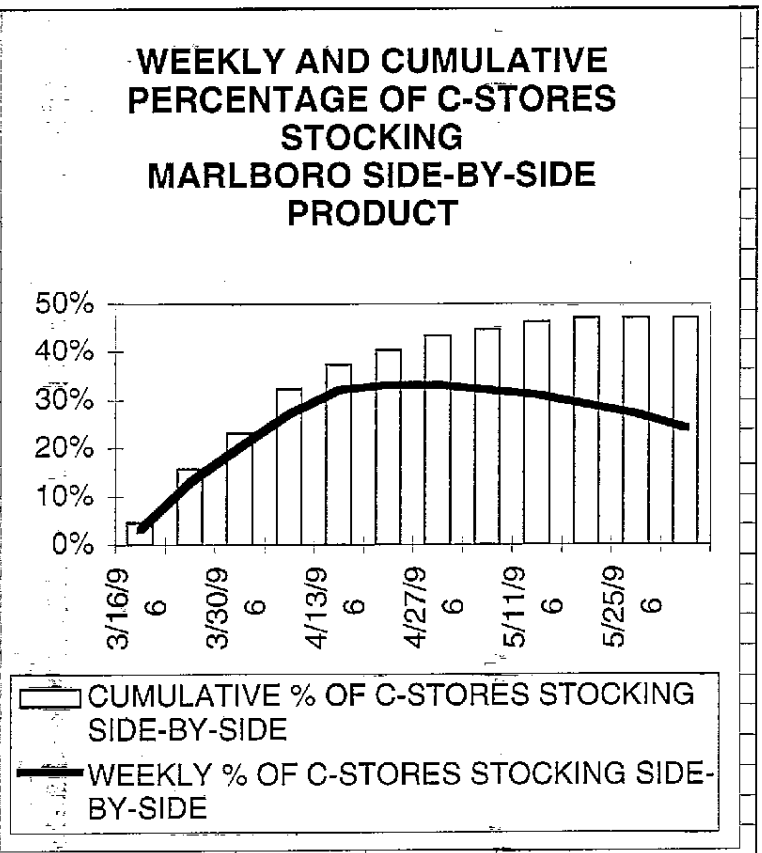
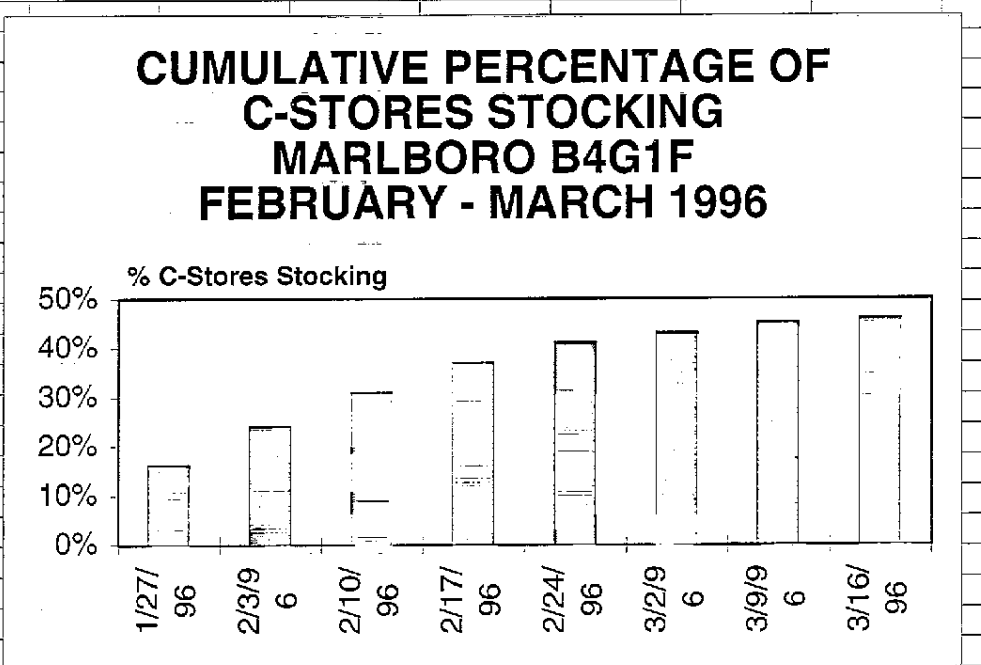
Source: https://www.industrydocuments.ucsf.edu/docs/pfgy0004

WEEK-TO-WEEK		
3%		3
13%		13
20%		20
27%		27
32%		32
33%		33
33%		33
32%		32
31%		31
29%		29
27%		27
24%		24





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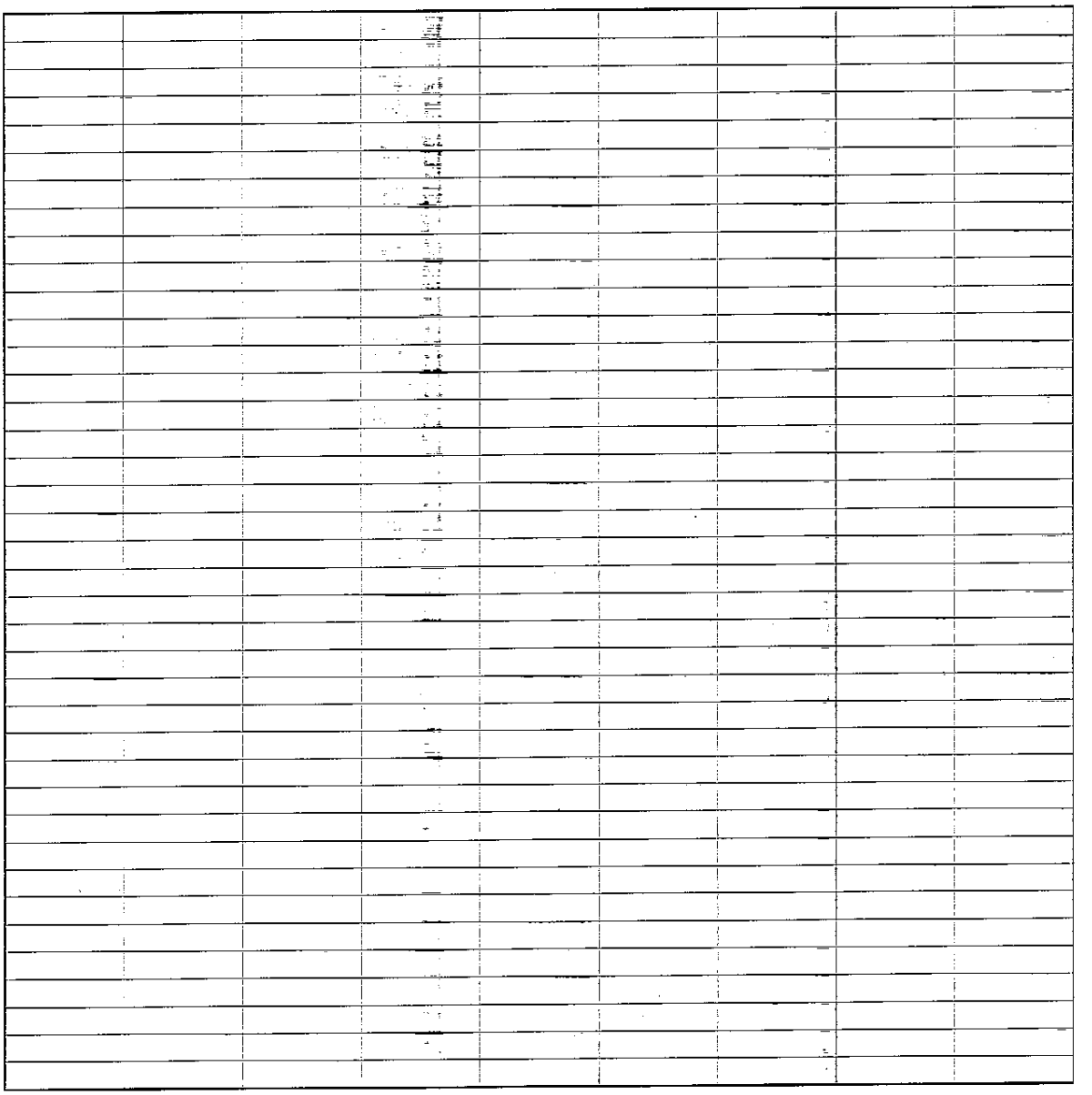

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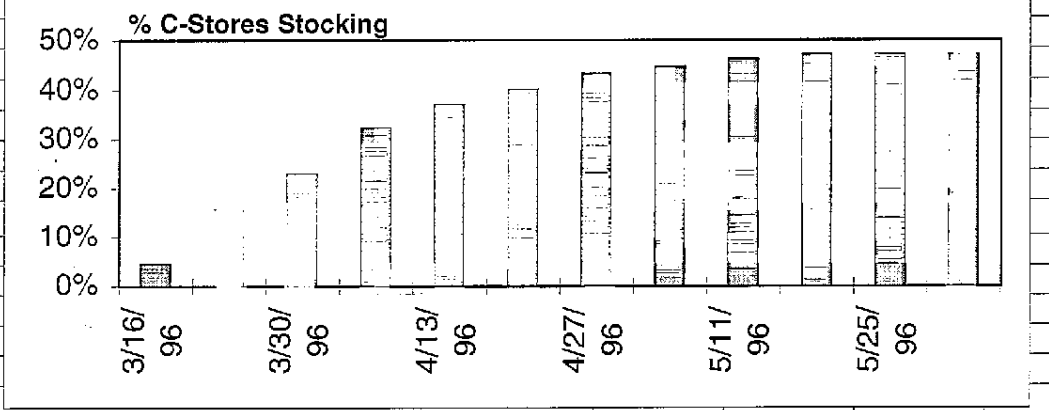
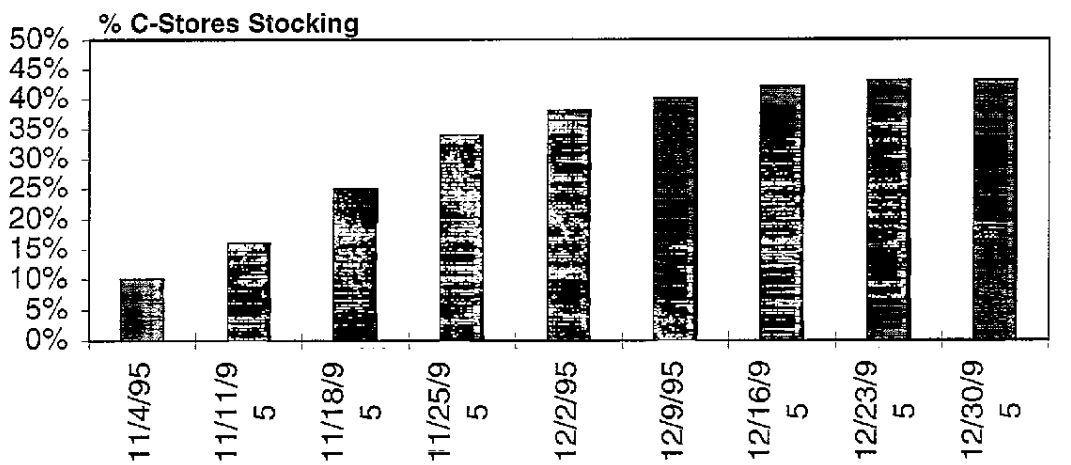
Source: https://www.industrydocuments.ucsf.edu/docs/pfgy0004

CUMULATIVE PERCENTAGE OF C-STORES STOCKING MARLBORO SIDE-BY-SIDE



CUMULATIVE PERCENTAGE OF C-STORES STOCKING MARLBORO B4G1F NOVEMBER - DECEMBER 1995



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Source: https://www.industrydocuments.ucsf.edu/docs/pfgy0004